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## Salesforce Media Cloud Consultant Exam Sample Questions (Q84-Q89):

### NEW QUESTION # 84

A CTO of a customer who uses advertising sales management (ASM), asked a consultant to help them upgrade to the latest ASM release. Which two steps must the consultant complete before starting a manual upgrade to the latest release?

- A. Ensure that the consultant has the required permission sets and licenses
- B. raise a support ticket to enable the required permissions
- C. go to setup and click on validate in the latest release
- D. complete the post install tasks for salesforce industries communications, media, and energy

**Answer: A,D**

Explanation:

Before starting a manual upgrade to the latest ASM release, a consultant must:

Ensure they have the required permission sets and licenses: This is crucial to ensure the consultant has the necessary access rights to perform the upgrade and configure the system as needed.

Complete the post-install tasks for Salesforce Industries Communications, Media, and Energy: These tasks may include configuration adjustments, data migrations, or other necessary steps to ensure that the upgrade is successful and that the system remains stable and functional after the upgrade.

Completing these steps ensures that the upgrade process goes smoothly and that the system is properly prepared for the new release.

References:

Salesforce Industries Upgrade Guide:<https://help.salesforce.com/>

Salesforce Permission Sets and Licenses documentation: [https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/users\\_profiles\\_permission\\_sets.htm](https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/users_profiles_permission_sets.htm)

### NEW QUESTION # 85

A publishing company is evaluating Salesforce for the below functionalities: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum Salesforce licenses a consultant should suggest?

- A. media cloud basic
- B. media cloud advanced
- C. media cloud publishing
- D. media cloud growth

**Answer: C**

Explanation:

For a publishing company requiring functionalities like lead to opportunity, case management, a media-specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable.

This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows. References: <https://www.salesforce.com/products/media-cloud/overview/>

### NEW QUESTION # 86

Which two objects in the media cloud data model hold specific ad sales information within the advertising sales management application?

- A. adcreative size type
- B. contract line item
- C. media plan placement
- D. quote

**Answer: C,D**

Explanation:

Within the Salesforce Media Cloud data model, specifically in the Advertising Sales Management application, certain objects hold vital ad sales information:

Quote: This object is pivotal in capturing proposed pricing and terms for advertising spots. It serves as a formal proposal to potential advertisers, outlining the costs associated with different ad placements within media content.

Media Plan Placement: This object details the specifics of each ad placement within a media plan, including its location, duration, and any other relevant criteria. It is crucial for organizing and managing where and how ads will be displayed in media content.

These objects are integral to managing the ad sales process, from proposing pricing to detailing the specifics of ad placements.

References:

Salesforce Advertising Sales Management documentation:<https://help.salesforce.com/> Salesforce Media Cloud resources:

<https://www.salesforce.com/products/media-cloud/overview/>

#### NEW QUESTION # 87

Due to internal and external security compliance requirements, a customer need to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work.

How should a consultant implements this?

- A. implements field-level security and configure profiles
- B. implements salesforce classic encrypting and permission set
- C. implements data classification and masking
- **D. implement salesforce shield platform encryption and configure profiles**

**Answer: D**

Explanation:

To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce ShieldPlatform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates.

References:

[https://help.salesforce.com/articleView?id=sf.security\\_pe\\_overview.htm](https://help.salesforce.com/articleView?id=sf.security_pe_overview.htm)

[https://help.salesforce.com/articleView?id=sf.pe\\_profiles\\_perm\\_sets.htm](https://help.salesforce.com/articleView?id=sf.pe_profiles_perm_sets.htm)

#### NEW QUESTION # 88

Which out of the box custom object is meant to represent sub-deals with their respective details (amount, date, etc.) to be captured?

- A. QuoteMember
- B. QuotePricingAdjustment
- **C. QuoteGroup**
- D. quoteProductRollup

**Answer: C**

Explanation:

The out-of-the-box custom object meant to represent sub-deals with their respective details (amount, date, etc.) within Salesforce CPQ isQuoteGroup. This object is used to group related quote lines or products, allowing for the capture and management of specific details and conditions related to subsets of a larger deal.

QuoteGroups enable the organization and structuring of complex quotes, facilitating the handling of detailed pricing, discounts, and terms for different parts of a quote.

References:

Salesforce CPQ documentation:<https://help.salesforce.com/>

Salesforce CPQ User Guide: <https://www.salesforce.com/products/cpq/resources/>

#### NEW QUESTION # 89

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